

## IN THE CLAIMS

1. (Cancelled)
2. (Currently Amended)The method of claim [[1]] 20, further comprising:
  - providing the broadcast of a program;
  - providing the coupon information for the at least one item; and
  - transmitting the coupon information.
3. (Previously Presented) The method of claim 2, further comprising:
  - storing the coupon information on at least one smart card; and
  - synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.
4. (Currently Amended)The method of claim [[1]] 20, wherein the broadcast of a program is provided using a high-definition television system.
5. (Currently Amended)The method of claim [[1]] 20, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode, the non-coupon mode to prevent display of the coupon information and the stored coupon mode to initially display the coupon information at a time that is different from the time of the associated broadcast.
6. (Currently Amended)The method of claim [[1]] 20, wherein alerting comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises at least one displayed mark.
7. (Original) The method of claim 6, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display.

8. (Original) The method of claim 6, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

9. (Currently Amended) The method of claim ~~[[1]]~~ 20, further comprising receiving a request for the coupon information, wherein the request is generated in response to the viewer selecting a coupon indicator, wherein selecting the coupon indicator results in the display of detailed coupon information.

10. (Currently Amended) The method of claim ~~[[1]]~~ 20, further comprising:  
storing selected coupon data on a removable recording medium; and  
storing data corresponding to the television program on the removable recording medium, wherein the data corresponding to the program comprises a program title, a program description, a date of airing, a time of airing and a channel of airing.

11. (Cancelled)

12. (Previously Presented) The method of claim 10, further comprising:  
reading the selected coupon data from the removable recording medium;  
reading the data corresponding to the program from the removable recording medium;  
transferring the data corresponding to the program to a collection center for statistical programming data; and  
redeeming a value of the selected coupon data.

13. (Previously Presented) The method of claim 10, further comprising determining whether at least one condition is satisfied prior to storing the selected coupon data on the removable recording medium.

14. (Previously Presented) The method of claim 12, further comprising determining whether at least one condition is satisfied before allowing the reading of the selected coupon data.

15. (Previously Presented) The method of claim 12, wherein reading the selected coupon data comprises reading the selected coupon data using an electronic link established with at least one dealer, wherein the electronic link allows the at least one dealer to read the selected coupon data from the removable recording medium at such time as the viewer purchases the at least one item.

16. (Previously Presented) The method of claim 5, wherein the stored coupon mode causes all of the coupon information for the program to be stored for subsequent recall and initial display.

17. (Currently Amended) The method of claim [[1]] 20, wherein displaying comprises superimposing the coupon information over the program data on the display.

18. (Currently Amended) The method of claim [[1]] 20, wherein displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

19. (Cancelled)

20. (Currently Amended) ~~The method of claim 1,~~ A method for providing electronic coupons comprising:

receiving coupon information for at least one item associated with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes that determine a time to initially display the coupon information, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program when the coupon mode is selected, wherein the coupon information is received prior to receiving the broadcast of a program, wherein the prior received coupon information is stored.

21. (Previously Presented) The method of claim 20, further comprising receiving timing data that links the coupon information to the corresponding program.

22. (Currently Amended)The method of claim [[1]] 20, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

23. (Currently Amended)The method of claim [[1]] 20, wherein the at least one item comprises at least one of a product and a service.

24. (Currently Amended)The method of claim [[1]] 20, wherein the coupon information is provided by at least one of a sponsor of a television program and a program broadcaster.

25. (Currently Amended)The method of claim [[1]] 20, wherein the at least one item is associated with at least one scene of the program.

26. (Currently Amended)The method of claim [[1]] 20, further comprising controlling presentation of the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

27. (Currently Amended)The method of claim [[1]] 20, further comprising providing an electronic link to at least one of a manufacturer and a dealer of the at least one item using the coupon information, wherein the electronic link comprises a link to at least one of a Web page and an electronic catalog.

28. (Currently Amended)The method of claim [[1]] 20, further comprising storing the coupon information for the at least one item for a prespecified period of time after the broadcast ends, wherein the viewer can recall the coupon information during the prespecified period of time.

29. (Currently Amended)The method of claim [[1]] 20, further comprising:

- receiving advertising information for the at least one item along with the broadcast of the program, wherein the at least one item is associated with at least one scene of a program;

- alerting a viewer when the advertising information is available for the at least one item; and

- displaying the advertising information on a display along with the broadcast of the program.

30. (Currently Amended) A broadcasting system comprising:

- a processor coupled to a display device, the processor capable of controlling the system to provide electronic coupons by[[,]]:

- receiving coupon information for at least one item associated with a broadcast of a program, wherein the coupon information is received prior to the broadcast of a program;

- enabling selection of one of a plurality of coupon display modes that determine a time to initially display the coupon information, wherein the plurality of coupon display modes comprises a coupon mode;

- alerting a viewer when the coupon information is available when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program when the coupon mode is selected.

31. (Original) The system of claim 30, further comprising a display device coupled to the processor.

32. (Original) The system of claim 30, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

33. (Previously Presented) The system of claim 30, wherein the processor is further capable of controlling the system to provide electronic coupons by:  
storing the coupon information on at least one smart card; and  
synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

34. (Original) The system of claim 30, wherein the broadcast of a program is provided using a high-definition television system.

35. (Previously Presented) The system of claim 30, wherein the processor is configured to control the system to alert the viewer by providing at least one alert to the viewer when at least one coupon is available, wherein the at least one alert comprises at least one displayed mark.

36. (Original) The system of claim 35, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

37. (Previously Presented) The system of claim 30, wherein the processor is further configured to control the system to receive a request for the coupon information,

wherein the request is generated in response to the viewer selecting a coupon indicator, wherein selecting the coupon indicator results in the display of detailed coupon information.

38. (Previously Presented) The system of claim 30, wherein the processor is further configured to control the system to:

- store selected coupon data on a removable recording medium; and
- store data corresponding to the television program on the removable recording medium, wherein the data corresponding to the television program comprises a program title, a program description, a date of airing, a time of airing, and a channel of airing.

39. (Cancelled)

40. (Previously Presented) The system of claim 38, wherein the processor is further configured to control the system to:

- read the selected coupon data from the removable recording medium;
- read the data corresponding to the program from the removable recording medium; and
- transfer the data corresponding to the program to a collection center for statistical programming data.

41. (Original) The system of claim 38, wherein the processor is further configured to control the system to determine whether at least one condition is satisfied prior to storing selected coupon data on a removable recording medium.

42. (Previously Presented) The system of claim 40, wherein the processor is further configured to control the system to determine whether at least one condition is satisfied before allowing the reading of the selected coupon data.

43. (Original) The system of claim 30, wherein displaying comprises superimposing the coupon information over the program data on the display.

44. (Cancelled)

45. (Original) The system of claim 30, wherein the at least one item is associated with at least one scene of the program.

46. (Original) The system of claim 30, wherein the processor is further configured to control the system to present the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

47. (Previously Presented) The system of claim 30, wherein the processor is further configured to control the system to provide at least one electronic link to at least one of a manufacturer a dealer of the at least one item using the coupon information, wherein the electronic link comprises a link to at least one of a Web page and an electronic catalog.

48. (Previously Presented) The system of claim 30, wherein the processor is further configured to control the system to store the coupon information for the at least one item for a prespecified period of time after the broadcast ends, wherein the viewer can recall the information during the prespecified period of time.

49. (Previously Presented) The broadcasting system of claim 30, wherein the processor is further configured to control the system to:

receive advertising information for the at least one item along with the broadcast of the program, wherein the at least one item is associated with at least one scene of a program;



alert a viewer when the advertising information is available for the at least one item; and

display the advertising information on a display along with the broadcast of the program.

50. (Currently Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform a method for providing electronic coupons, the method comprising:

receiving coupon information for at least one item associated with a broadcast of a program, wherein the coupon information is received prior to the broadcast of a program;

enabling selection of one of a plurality of coupon display modes that determine a time to initially display the coupon information, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program when the coupon mode is selected.

51. (Previously Presented) The computer readable medium of claim 50, wherein the method further comprises:

providing the broadcast of a program;

providing the coupon information for the at least one item; and

transmitting the coupon information.

52. (Previously Presented) The computer readable medium of claim 51, wherein the method further comprises:

storing the coupon information on at least one smart card; and

synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

53. (Previously Presented) The computer readable medium of claim 50, wherein alerting comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises at least one displayed mark.

54. (Original) The computer readable medium of claim 53, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

55. (Previously Presented) The computer readable medium of claim 50, wherein the method further comprises receiving a request for the coupon information, wherein the request is generated in response to the viewer selecting a coupon indicator, wherein selecting the coupon indicator results in the display of detailed coupon information.

56. (Previously Presented) The computer readable medium of claim 50, wherein the method further comprises:

- storing selected coupon data on a removable recording medium; and

- storing data corresponding to the television program on the removable recording medium, wherein the data corresponding to the program comprises a program title, a program description, a date of airing, a time of airing, and a channel of airing.

57. (Previously Presented) The computer readable medium of claim 56, wherein the method further comprises:

- reading the selected coupon data from the removable recording medium;

- reading the data corresponding to the program from the removable recording medium; and

- transferring the data corresponding to the program to a collection center for statistical television data.

58. (Previously Presented) The computer readable medium of claim 56, wherein the method further comprises determining whether at least one condition is satisfied prior to storing selected coupon data on a removable recording medium.

59. (Previously Presented) The computer readable medium of claim 57, wherein the method further comprises determining whether at least one condition is satisfied before allowing the reading of the selected coupon data.

60. (Previously Presented) The computer readable medium of claim 50, further comprising controlling presentation of the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

61. (Previously Presented) The computer readable medium of claim 50, further comprising providing an electronic link to at least one of a manufacturer and a dealer of the at least one item using the coupon information, wherein the electronic link comprises a link to at least one of a Web page and an electronic catalog.

62. (Previously Presented) The computer readable medium of claim 50, further comprising storing the coupon information for the at least one item for a prespecified period of time after the broadcast ends, wherein the viewer can recall the information during the prespecified period of time.

63. (Previously Presented) The computer readable medium of claim 50, wherein displaying comprises superimposing the coupon information over the program data on the display.

64. (Original) The computer readable medium of claim 50, wherein the program comprises live television programs, prerecorded television programs, live television

commercials, prerecorded television commercials, movies, and pay-per-view programming.

65. (Original) The computer readable medium of claim 50, wherein the at least one item is associated with at least one scene of the program.

66. (Previously Presented) The computer readable medium of claim 50, wherein the method further comprises:

- receiving advertising information for the at least one item along with the broadcast of the program, wherein the at least one item is associated with at least one scene of a program;

- alerting a viewer when the advertising information is available for the at least one item; and

- displaying the advertising information on a display along with the broadcast of a program.

67. (Previously Presented) The computer readable medium of claim 50, wherein the method further comprises:

- storing the coupon information on at least one smart card; and

- synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

68. (Original) The computer readable medium of claim 50, wherein the broadcast of a program is provided using a high-definition television system.

69. (Cancelled)

70. (Cancelled)

71. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode, the non-coupon mode to prevent display of the coupon information and the stored coupon mode to initially display the coupon information at a time that is different from the time of the associated broadcast.

72. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises at least one displayed mark.

73. (Original) The method of claim 72, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

74. (Currently Amended) The method of claim ~~[[69]]~~ 78, further comprising enabling a request for the coupon information, wherein enabling a request comprises generating a request in response to the viewer selecting a coupon indicator, wherein selecting the coupon indicator results in the display of detailed coupon information.

75. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein displaying comprises superimposing the coupon information over the program data on the display.

76. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

77. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein the coupon information is transmitted simultaneously with the broadcast of a program.

78. (Currently Amended) ~~The method of claim 69,~~ A method for providing electronic coupons, comprising:

receiving coupon information for at least one item;

transmitting coupon information for at least one item associated with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program when a coupon mode is selected;

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available when the coupon mode is selected;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

enabling selection of one of a plurality of coupon display modes that determine a time for initially displaying the coupon information, wherein the plurality of coupon display modes comprises the coupon mode, and wherein the coupon information is transmitted prior to the broadcast of a program.

79. (Previously Presented) The method of claim 78, further comprising transmitting timing data that links the coupon information to the corresponding program..

80. (Currently Amended) The method of claim ~~[[69]]~~ 78, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

81. (Cancelled)

82. (Cancelled)

83. (Currently Amended) ~~The method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein the plurality of display modes further comprises a non-coupon mode and a

stored coupon mode, the non-coupon mode to prevent display of the coupon information and the stored coupon mode to initially display the coupon information at a time that is different from the time of the associated broadcast.

84. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises at least one displayed mark.

85. (Currently Amended) The ~~method~~ computer readable medium of claim 84, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

86. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein the method further comprises enabling a request for the coupon information, wherein enabling a request comprises generating the request in response to the viewer selecting a coupon indicator, wherein selecting the coupon indicator results in the display of detailed coupon information.

87. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein displaying comprises superimposing the coupon information over the program data on the display.

88. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

89. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein the coupon information is transmitted simultaneously with the broadcast of a program.

90. (Currently Amended) The ~~method of claim 81,~~ A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising:

receiving coupon information for at least one item;

transmitting coupon information for at least one item associated with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program when a coupon mode is selected;

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available when the coupon mode is selected;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

enabling selection of one of a plurality of coupon display modes that determine a time to initially display the coupon information, wherein the plurality of coupon display modes comprises the coupon mode, and wherein the coupon information is transmitted prior to the broadcast of a program.

91. (Currently Amended) The ~~method~~ computer readable medium of claim 90, wherein the method further comprises transmitting timing data that links the coupon information to the corresponding program.

92. (Currently Amended) The ~~method~~ computer readable medium of claim ~~[[81]]~~ 90, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.



93 - 99. (Cancelled)

100. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, further comprising:  
means for providing the broadcast of a program;  
means for providing the coupon information for the at least one item; and  
means for transmitting the coupon information.

101. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode, the non-coupon mode to prevent display of the coupon information and the stored coupon mode to initially display the coupon information at a time that is different from the time of the associated broadcast.

102. (Previously Presented) The apparatus of claim 101, wherein the stored coupon mode causes all of the coupon information for the program to be stored for subsequent recall and initial display.

103. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, wherein the means for alerting comprises means for providing at least one alert to a viewer when at least one coupon is available, the at least one alert comprising at least one displayed mark.

104. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, further comprising:  
means for receiving a request for the coupon information, wherein the request is generated in response to the viewer selecting a coupon indicator and selecting the coupon indicator results in the display of detailed coupon information.

105. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, further comprising:  
means for storing selected coupon data on a removable recording medium; and

means for storing data corresponding to the television program on the removable recording medium, wherein the data corresponding to the program comprises a program title, a program description, a date of airing, a time of airing and a channel of airing.

106. (Previously Presented) The apparatus of claim 105 further comprising:

means for reading the selected coupon data from the removable recording medium;

means for reading the data corresponding to the program from the removable recording medium;

means for transferring the data corresponding to the program to a collection center for statistical programming data; and

means for redeeming a value of the selected coupon data.

107. (Previously Presented) The apparatus of claim 106 further comprising:

means for determining whether at least one condition is satisfied before allowing the reading of the selected coupon data.

108. (Previously Presented) The apparatus of claim 105 further comprising:

means for determining whether at least one condition is satisfied prior to storing the selected coupon data on the removable recording medium.

109. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, wherein the coupon information is received simultaneously with the broadcast of a program.

110. (Currently Amended) ~~The apparatus of claim 99,~~ An apparatus for providing electronic coupons comprising:

means for receiving coupon information for at least one item associated with a broadcast of a program;

means for enabling selection of one of a plurality of coupon display modes that determine a time to initially display the coupon information, wherein the plurality of coupon display modes comprises a coupon mode;

means for alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

means for displaying the coupon information on a display along with the broadcast of a program when the coupon mode is selected, wherein the coupon information is received prior to receiving the broadcast of a program and stored.

111. (Previously Presented) The apparatus of claim 110 further comprising:

means for receiving timing data that links the coupon information to the corresponding program.

112. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, further comprising:

means for controlling presentation of the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

113. (Currently Amended) The apparatus of claim ~~[[99]]~~ 110, further comprising:

means for receiving advertising information for the at least one item along with the broadcast of the program, wherein the at least one item is associated with at least one scene of a program;

means for alerting a viewer when the advertising information is available for the at least one item; and

means for displaying the advertising information on a display along with the broadcast of the program.